

06th April 2017

**Forum - “Global Alliance for Trade Facilitation: Making Cross - Border Trade Easier for Sri Lankan Business” - 26th April 2017.**

I write to invite you to an event focused on the benefits of the World Trade Organization’s Trade Facilitation Agreement for Sri Lankan business on 26 April at Cinnamon Grand Oak Room in Colombo. Registration will commence at 0915 with a networking session. The Forum will include short, trade-related speeches by two eminent foreign speakers with experience from the Global Alliance for Trade Facilitation and from the private sector. The Forum will continue with a panel discussion that will be followed by a networking lunch at 1230. The keynote speaker at the Forum is Minister of Industry & Commerce Rishad Bathiudeen.

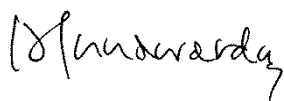
Organized by the Global Alliance for Trade Facilitation ([www.tradefacilitation.org](http://www.tradefacilitation.org)) in conjunction with the International Chamber of Commerce Sri Lanka (ICCSL). The **“Global Alliance for Trade Facilitation: Making cross-border trade easier for Sri Lankan business”** Forum, will bring together business leaders, key implementing agencies, and international experts. They will highlight the unique opportunity the Trade Facilitation Agreement (TFA) - provides to bring all relevant stakeholders together for effective and commercially meaningful trade facilitation reforms. Swift implementation will make it easier, quicker and less costly for Sri Lankan - business to engage in cross-border trade – leading to inclusive growth, sustainable development and increased government revenue.

The Global Alliance for Trade Facilitation is an innovative public-private partnership between the World Economic Forum, the International Chamber of Commerce, the Center for International Private Enterprise and the Governments of Australia, Canada, Germany, the United Kingdom and the United States. It aims to advance effective implementation of the Trade Facilitation Agreement with the objective of creating opportunities for broad-based economic growth.

I sincerely hope to have the pleasure of welcoming you on the 26 April, 2017. Please **Keep the date and time free** to attend this event. We will deliver your invitation after the new year holidays.

Wish you a happy and prosperous Sinhala and Hindu New Year

Sincerely,



Keerthi Gunawardane  
Chairman, ICC Sri Lanka

RSVP : [info@iccsrilanka.com](mailto:info@iccsrilanka.com) Tel: + 115230932, 115230934